

# Shipping MANAGEMENT



Packing      Transport      Handling

FEBRUARY, 1951

*Wire your customers  
this Good News...  
They'll say GOOD THINGS  
about your shipping!*

# TELEGRAM

Effective immediately all packaged merchandise and cartons shipped to you will be sealed by a NATIONAL TAY-PER® for added speed and security and taped with ITSTIX® PRINTED TAPE for protection against pilferage.

JOHN DOE COMPANY

#### HOW A NATIONAL TAY-PER PAYS OFF

- Assures uniform tape moistening through Positive® AUTOMATIC MOISTENING CONTROL. You get stronger cartons, safe in transit.
- Prevents tape waste — you save up to 50%.

• Speeds rush shipments — just pull the handle, the machine does the rest.

\*Endorsed by the Association of American Railroads and the Gummed Industries Association, Inc.



SEND COUPON

#### HOW ITSTIX PRINTED TAPE PAYS OFF

- Minimizes petty thievery because it "broadcasts" pilferage instantly.
- Warns your customer if broken or replaced by plain tape.
- Aids in tracing lost shipments.
- Takes warning messages such as "FRAGILE", "GLASS", etc.
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#### NASHUA PACKAGE SEALING

DIVISION OF NASHUA GUMMED AND COATED PAPER COMPANY  
NASHUA, NEW HAMPSHIRE

Please send more details on National TAY-PER.  ITSTIX PRINTED TAPE

Name.....

Company.....

Address.....

# EASY TO READ STENCILS

**SPEED  
HANDLING**

JONES & CO.  
80 MAIN ST.  
CHICAGO, ILL.



MARSH STENCIL MACHINE



MARSH N-1 BLACK STENCIL INK  
No shaking needed.  
Blacker marks...  
weatherproof... fast  
drying. Write for  
FREE pint sample.



MARSH FOUNTAIN BRASSH  
"Push Button" finger-tip  
control assures neat, attrac-  
tive marking on shipments.



MARSH OIL BOARD  
Cuts clean, perfect stencils  
that last for 3000 markings.

THREE SIZE  
MACHINES CUT  
 $\frac{1}{2}$ ",  $\frac{3}{4}$ ", 1" STENCILS  
Marsh Stencil Machines  
meet Federal  
specifications  
GG-M-91

Does the busy freight handler spot your  
goods immediately... send them safely,  
speedily, on their way to your customer?

Or does he slow up your deliveries trying to decipher  
illegible hand-lettering, poorly typed labels, tags...  
other inefficient methods of marking?

Only STENCILS give you bold, easy-to-read  
addresses—the kind recommended by the railroads  
and trucking lines.

Association of American Railroads says, "STENCILS  
contribute very materially to prompt and correct de-  
liveries." American Trucking Association says, "A  
shipment properly stenciled is off to a good start on  
its journey to destination."

Only the MARSH Stencil Machine gives you the  
Word Space Button, Hardened Dies and Quick Re-  
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Lubrication and other superior features.

Send your orders to nearest Marsh Dealer. Stocks  
in all principal cities. Or write for free Handbook.

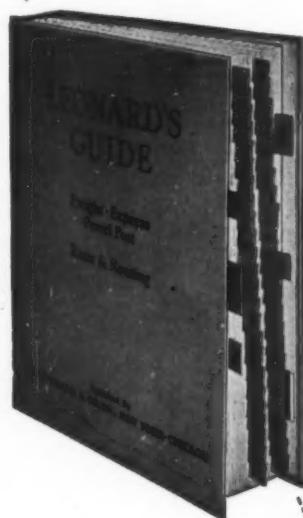
**MARSH**  
"DELIVERS THE GOODS"

MARSH STENCIL MACHINE CO., 75 MARSH BLDG., BELLEVILLE, ILL., U.S.A.

## NEW PARCEL POST WEIGHT LIMITS

Do you know to what towns you can ship 20 pounds? 40 pounds? 70 pounds?

## SHIPPERS AGREE



*is best for*

the answer to these questions and for  
complete

**PARCEL POST - EXPRESS  
FREIGHT**

Rates and Routing Information

**G. R. LEONARD & CO.**

125 North Wacker Drive 81 Madison Avenue  
CHICAGO 6 NEW YORK 16



**Only GUMMED TAPE  
gives you a really  
DIRT-PROOF CARTON**

If you want to keep foreign matter out of your shipments, you must do more than simply close the carton. You must *seal* it...so completely that not even a crack remains. Gummed sealing tape is the only closure that gives you this protection.

Gummed tape covers over the exposed seams and corners, fusing its tough, protective kraft to the body of your carton. Openings are not left for smoke, dust, or moisture to penetrate. Odors are sealed out. Vermin are excluded. Use gummed tape closures, and you can be sure your merchandise arrives in the same spotless condition you packed it.

Orange Core makes your shipping dollars go further



**ORANGE CORE IS Supple-ized\***  
for better sealing

Supple-izing is an exclusive Hudson process to make Orange Core tape more flexible, and to prevent curl. Supple-ized Orange Core conforms freely to the contours of your carton—gives a better closure. Your workers can apply the treated tape with greater speed, too. Test Orange Core for a month in your own shipping room, and see the difference.

**ORANGE CORE**  
Hudson P. & P. Corp.  
GUMMED SEALING TAPE

Available plain or printed,  
in choice of widths,  
weights, lengths and colors.

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HUDSON PULP & PAPER CORPORATION • Dept. 38 • 505 Park Avenue • New York 22, New York  
MEN — METHODS — MATERIALS

# Our Hat's in SOME Ring!

All this new Diesel Power is going "right on the line"  
for the Southwest shipper and traveler.

Giant new road Diesels to pull longer, heavier freights,  
farther, faster. More Diesel yard switchers, more new  
equipment and service improvements to speed your  
receiving schedules, simplify your delivery problems.

The same dependable serv-  
ice the Southwest has relied  
on for almost 80 years.

Your local Katy representative  
will be glad to tell you more about  
Katy's many new plans . . . and  
how you may benefit by shipping  
and traveling Katy, Southwest.



## U-S-S Gerrard Steel Strapping fits all your tying jobs better!



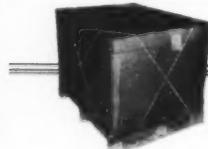
Pallet reinforced with Gerrard Round Steel Strapping permits quick packing and easy handling of shell cases.



Lift truck handles building tile quickly. Note  
only the two top layers need be strapped to  
make a firm pallet that protects material and  
stocks safely.



Model TI machine on suspension arm, securely  
ties two 16 ga. galvanized steel straps around  
a carton of powder. This method of closure  
permits re-use of carton many times.



Gerrard Round Strapping permits a tight Diagonal Tie to give firm reinforcement to all 6 sides of a carton, increasing its strength and rigidity.

- Gerrard Round Steel Strapping is versatile enough for all types of packing, from light cartons to large crates, from circular packages to odd-shaped bundles and heavy pallets.

Gerrard Strapping complies fully with Army-Navy specifications JAN-P-106A, JAN-P-107, and JAN-P-108 for overseas packing. It assures a tight, secure tie to final destination.

Call a Gerrard engineer for further information about the grade of Gerrard Round Steel Strapping and the type of Gerrard machine that will best fit your specific tying needs.

**GERRARD STEEL STRAPPING DIVISION**  
**UNITED STATES STEEL COMPANY**  
**2909 W 47th St., Chicago 32, Ill.**

**U-S-S GERRARD**  
**ROUND STEEL STRAPPING**



**UNITED STATES STEEL**



**MULTISTAMP**—The Original Hand Stamp Stencil Duplicator

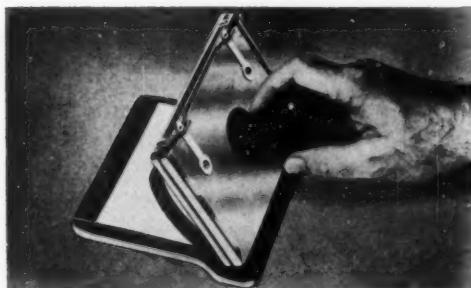
## "Solved our marking problem!" say users everywhere

One firm reports, "The **MULTISTAMP** Duplicator is the best thing we have ever seen for printing postcards." Another, "You licked our shipping tag and label addressing problem." Still another, "The **MULTISTAMP** Duplicator tops anything we've seen for marking boxes, cartons and packages—we're completely satisfied." **MULTISTAMP** is the *Original* Hand Stamp Stencil Duplicator, and has been giving dependable service for over 30 years to the biggest names in the office and shipping fields. *Portable* and *non-mechanical*, it is made of non-corrosive metal to last indefinitely... no moving parts to wear or repair... has low-cost *replaceable* ink pads.

Quick... clean... accurate... easy-to-use... inexpensive! The **MULTISTAMP** Duplicator prints 1000 or more clear, sharp copies from *one stencil*... *one inking*. "It prints anywhere":

POSTCARDS BOXES	SHIPPING TAGS CARTONS	LABELS PACKAGES
--------------------	--------------------------	--------------------

Just type, write, trace or draw on low-cost stencil and snap in position, then print... print... print—just like using a rubberstamp. And, with the new *FORM-CUT* **MULTISTAMP** Stencils (now widely used to speed up freight marking) you print forms and "fill-ins" in one operation.



**PRINTS AND ILLUSTRATES POSTCARDS.** The **MULTISTAMP** Duplicator is also ideal for printing office and shipping forms, bulletins... even letters and menus. It's so handy it is often used as an emergency "rubberstamp"... takes but a minute... costs about 2¢. Where hairline registration is required (printing "fill-ins" on printed forms—or printing the full area of postcards) printing guides are available.

MEN — METHODS — MATERIALS



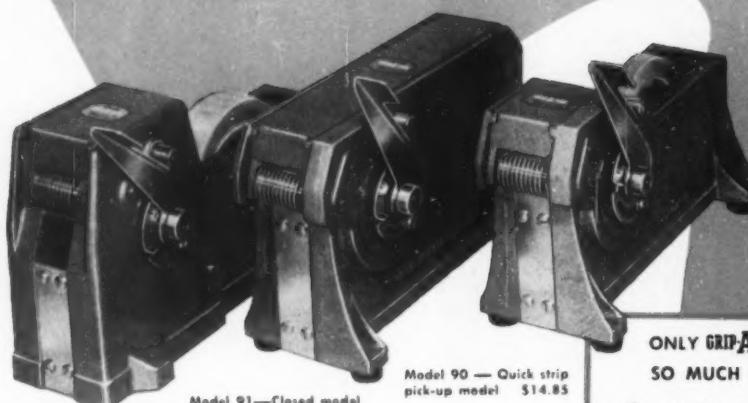
There is a size for every duplicating need. 8 complete outfits, \$9.50 to \$99.50, f.o.b. factory. Write for descriptive literature or see your Office or Shipping Room Supply Dealer. The popular "No. 3" outfit, pictured above, is of suitable size for printing postcards and large shipping tags; and includes the duplicator, 12 stencils, ink, ink brush, writing board, stylus pen, type cleaner, correction liquid and complete illustrated instructions in a handy durable case... \$19.50.

\*REGISTERED TRADE MARK TRADE MARK © 1951.

THE LOWEST PRICED, QUALITY

# tape dispensers

ON THE MARKET!



Model 92—Streamlined  
design — accommodates  
slitter attachment \$14.75

Model 91—Closed model  
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Model 90—Quick strip  
pick-up model \$14.85

## THE GRIP-A-TAB

MODEL 90 SERIES LEVER OPERATED  
PRESSURE SENSITIVE TAPE DISPENSERS

There are no other machines on the market at such a low price, so well engineered and so versatile as the GRIP-A-TAB Model 90 Series! Here are tape dispensers designed for use wherever there are sealing, wrapping or packaging jobs to be done — retail stores . . . locker plants . . . all industry. With each stroke of the easy-action lever, these fine machines accurately feed, measure and deliver cellophane, paper or acetate fibre pressure sensitive tape. Savings in tape alone soon pays the low initial cost of any of the Model 90 Series — you'll save in time and labor, too.



Efficient, Economical Slitter Attachment Available For Use In The Model 92 At Extra Cost.

**DERBY SEALERS, INC.** Grip-A-Tab Division  
DERBY, CONNECTICUT

### ONLY GRIPATAB GIVES YOU SO MUCH FOR SO LITTLE!

- Multi-purpose
- Accommodates printed  
tape in label form,  
accurately measured
- Delivers Measured Lengths
- Accommodates cellophane
- Tape up to 1" wide; also  
paper and acetate fibre  
tapes up to 5 3/4" diameter.
- Fast, Economical
- Low, Low Price
- The Tape Is Always At  
Your Fingertips



## Packing

A Punch.. By S. H.

ACCOMPLISHMENTS of the pulp and paper industry in maintaining price levels and meeting production needs were great in 1951, and should continue to be so in 1952 according to William Mazer, Executive Vice President, Hudson Pulp & Paper Corporation. President Mazer, whose firm manufactures gummed tape for packaging, said:

"The American pulp and paper industry enjoyed the greatest productive year in its history during 1951, pouring forth an all-time record total of more than 26,500,000 tons of paper, paperboard, and building board during the year.

New plant construction and improvement of existing machines increased total papermaking capacity by about 600,000 tons annually . . .

Perhaps the paper industry's outstanding accomplishment during 1951, in addition to largely satisfying the demands of a virtually insatiable market, was its success in keeping prices to minimum increases. While foreign competitors almost literally scalped the market, American producers showed admirable self-restraint in resisting price increases with the result that paper prices here have increased only about 20 per cent since the start of the Korean war, while other commodities have generally shown much higher increases.

The outlook for 1952 appears highly favorable. With full employment, heavy governmental spending for defense purposes, and the general high level of prosperity which Americans are enjoying, it seems virtually certain that demand for paper and paper products will continue unabated.

★ ★ ★

The American Standards Association recently reported two cases involving shipping and packing where standardization vastly improved the operation. The first of these involved freight handling and the second packaging equipment. The reports are summarized as follows:

A firm of management engineers submits the following record of savings due to improvement, including standardization, of a freight-handling installation:

Case 116 "In one freight-handling installation alone, through the installation of mechanical equipment, the standardization of tasks, and through the development of an incentive program we were able to show a payroll saving of over \$1,000,000 a year, or approximately 18 percent of the total payroll."

The following letter from a manufacturer of packaging equipment reports benefits derived from the standardization both of parts and of products:

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FEBRUARY, 1952

Vol. 17, No. 2

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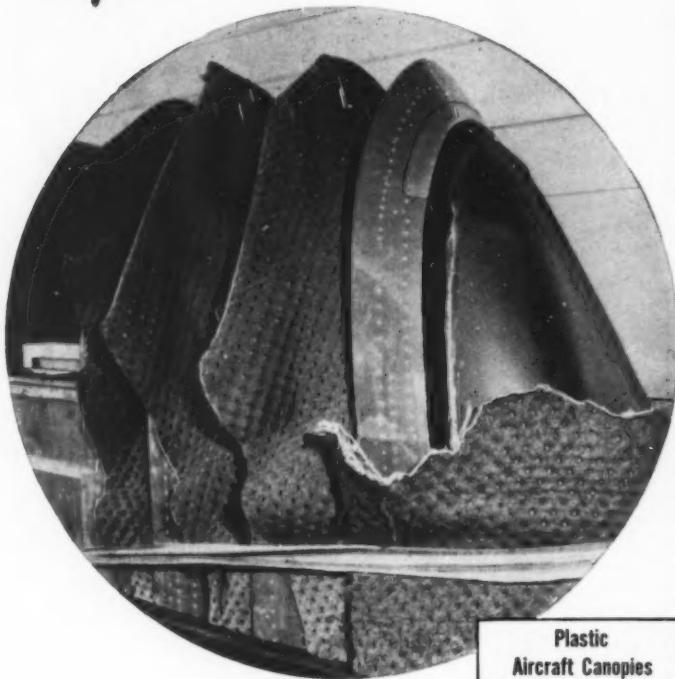
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# Kimpak® Float Packaging



Plastic  
Aircraft Canopies

## Cuts military shipping costs— reduces damage in transit!

From wartime packaging of a great range of military items—to peacetime protection of furniture, food, machinery and china! There's almost no limit to the type of products protected in shipment by KIMPAK® Float Packaging. But more important than its versatility is the fact that KIMPAK also provides optimum shipping protection at *lowest* true cost.

Delicate aircraft canopies for instance, are guarded against scratching and bruising; against shock, vibration and changes in humidity. Other finely machined parts are literally "floated" to their destination, free of the countless hazards of rail, truck, air or water transit—as well as storage. And soft, clean, grit-free

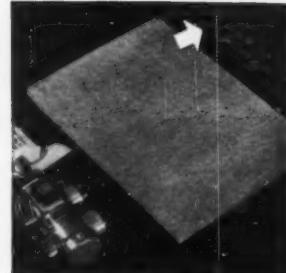
KIMPAK is as easy to apply as wrapping paper. Its many grades and thicknesses, too—in rolls, sheets or pads—let you "tailor" the packaging operation to your particular requirements.

So regardless of your packaging problem—and especially if you are engaged in the shipment of defense materials—it will pay to investigate the better protection and economy of KIMPAK Float Packaging. For complete information, including prices, see your nearest KIMPAK distributor listed in classified telephone directories under "Packing Materials" or "Packing Materials—Shipping"; or write to Kimberly-Clark Corporation, Neenah, Wisconsin.

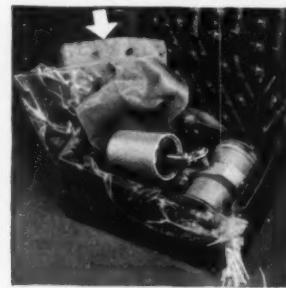
# Kimpak

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES

**PROTECTIVE CUSHIONING**



**Hydraulic Relief Valve**—protected by Grade A paper,  $\frac{1}{4}$  inch KIMPAK Protective Cushioning, and foil-lined Kraft pouch.



**Pressure Control Valve**—protected by Saran moisture vapor pouch, KIMPAK, Grade A paper and Metal Edge box.



**Selector Valve**—protected by Saran moisture vapor pouch, KIMPAK, Grade A paper and Metal Edge box.

*All photos courtesy of North American Aviation, Inc.*

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### TWO FREE BOOKLETS!

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KIMBERLY-CLARK CORPORATION  
Neenah, Wisconsin      SM-252

Please send me free, the following illustrated KIMPAK booklets:

- Military Packaging
- Float Packaging

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zone, State \_\_\_\_\_

SHIPPING MANAGEMENT FEBRUARY, 1952

# Shipping MANAGEMENT

FOR SHIPPING AND TRAFFIC EXECUTIVES  
425 FOURTH AVENUE, NEW YORK 16, N. Y.

FEBRUARY, 1952  
VOLUME 17  
NUMBER 2

## New RR Bureau INTENSIFIES Damage Prevention Work

By WILLIAM T. FARICY  
President  
Association of American Railroads

THE RAILROADS recognize that a product lost through damage in shipping is just as much lost as though it had never been produced. It takes additional time, money and materials to replace it. And in a period of economic belt-tightening, when material scarcities are making every unit of production count, replacement may not only be difficult but in many cases impossible. That is one good reason, aside from the drain on revenues resulting from in-transit damages, that railroads are intensifying their efforts to reduce loss and damage to freight.

The creation of a Loss and Damage Prevention Section within the Association of American Railroads, a move authorized in September 1951, is part of the pattern of this greater emphasis on claim prevention. The new section, in which prevention activities carried on in other sections of the A.A.R. will be concentrated, is to be headed by a full-time director who will also be chairman of a new National Freight Loss and Damage Prevention Committee of 20 members. Present prevention activities of the A.A.R.'s Freight Claim Division will be transferred to the new group, and the Division's prevention specialists will become the nucleus of the new section's field force. The personnel and activities of the present Freight Loading and Container Section are also to be transferred to the new section.

This new organization will spearhead the damage-prevention efforts of all railroads — efforts which cut

across similar lines of activity of manufacturers, shippers, receivers and everyone else using railroad services. Obviously, prevention of damage to freight on railroads is far from strictly a railroad concern, nor can railroad efforts alone stop in-transit losses. Damage causes can be traced as far back as original product design, the method in which an article is protected by packaging, the means of handling from maker to shipping dock, the way it is loaded and braced in cars. That is why the problem of preventing damage is a big and tough one to solve, and why it requires cooperation across the board of practically all groups concerned with goods from the point of their manufacture to their delivery in customers' hands.

Much hope for the success of prevention work lies in the great amount of research work carried on by the railroads for the purpose of increasing the efficiency and economy of operation of the entire railroad plant. Through their large-scale and continuing program of modernization, the railroads are installing new cars with better draft gear and springs for the greater protection of lading. They are rebuilding old cars with these new and better devices. They are installing better car and freight handling facilities in yards and terminals. They are training personnel in the elements of freight loading and car handling through the use of traveling instruction cars equipped with modern training aids, through meetings and through the distribution of printed material. And they are constantly

analyzing the sources of claim losses and suggesting improvement, whether the responsibility rests with shippers or railroads.

#### **Freight Loading and Container Section**

In product packaging, the A.A.R.'s Freight Loading and Container Section, essentially a research organization, tests containers and makes recommendations for the preparation of all types of packages so as to insure the maximum protection in shipping. This is of first importance, for investigation of repeatedly damaged shipments reveals that contents are seldom cushioned adequately to withstand the ordinary shocks of transportation. In this connection, the cooperation of consignees is sought in reporting to shippers the nature and extent of damage discovered in a delivered shipment. Often, consignees file damage claim directly with railroads and without the shippers' knowledge that damage occurred. Armed with such information on damage causes, shippers can frequently take steps to prevent repetition of damage.

The Freight Loading and Container Section concentrates a major portion of research on methods of loading and bracing commodities other than explosives. At the railroads' new Central Research Laboratory in Chicago, a test track is being put into operation in which specially-equipped cars, loaded in all sorts of ways with all sorts of commodities, will be subjected to switching impacts to determine how best to load and brace shipments. Through such research comes the knowledge that contributes toward safer loading, such as the bonded-block method of stowing cartons in cars and the use of bulkheads to divide a load.

#### **Freight Car Is A Big Package**

Just as in the case of consignees reporting damage found in individual packages, the railroads are attempting to find a better way of acquainting shippers and originating railroads with the condition of car-loads at destination. Close investigation and reporting of damage to lading could aid materially in promulgating better methods of loading to prevent recurrence. The freight car is, after all, just a big package. And the railroads are applying the same principles to cushioning and protecting loads in it as they recommend for individual products in smaller packages.

Railroad claim prevention activities are so wide in scope and so varied in application that brief description falls far short of depicting them. Every individual railroad, through its freight claim department and related units, actively seeks to reduce the burden of claims within its own territory. In addition, some 50 groups of railroad freight service inspectors meet quarterly in their respective territories to exchange ideas and experience and to increase their knowledge of effective prevention techniques. Member roads of the A.A.R. also maintain eight territorial freight claim conferences to facilitate the handling of claim and prevention activities; there are two additional such bodies in Canada.

## **Redesigned Package Simplifies MH For Army Assembly**

**Edward J. Kolk.** Foreman in charge of Materials Handling, Stores and Packing, assisted by James Kaspar, Process Engineer, of The Liquid Carbonic Corporation, 3100 South Kedzie Avenue, Chicago 23, Illinois, recently redesigned the packaging of small and large storage boxes for M-47 tank assembly to simplify material handling for shipment to Army Arsenal.



16 Small storage boxes packed in one wire-bound crate measuring 40" x 41" in comparison to individual crates measuring 8" x 22" x 38" long. Ed Kolk in center of picture.

Previously eight individual crates (measuring 14" x 22" x 81") were used for shipment of the large storage boxes. With the new designed wire bound crate, these eight storage boxes are now all packed in an upright position in one individual crate (measuring 41" x 44"). The small storage boxes were packed in 16 individual cardboard cartons (measuring 8" x 22" x 38" long). Now

(Continued on Page 25)

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These ten groups cooperate with one another on interterritorial matters and with the A.A.R. Freight Claim Division on those of general or country-wide concern.

#### **Freight Claim Division**

As in other railroad matters, the A.A.R. acts on those prevention matters which are done best by joint efforts of all roads. The Freight Claim Division has been a clearing house for collecting and distributing information on the causes of freight damage. Its published statistics give valuable indication of trends in claims. The claim division also has had prevention committees working continuously in special commodity fields, such as those of furniture, household appliances, glassware, perishable foods, meats, grain and canned goods. Other committees work to reduce theft of goods,

(Continued on Page 24)

# AIR FREIGHT TODAY: As Seen By An Industrial TM

By D. R. DOMINIE  
Traffic Manager  
Polaroid Corporation, Cambridge, Mass.

**TODAY, AIRFREIGHT**, or Air Cargo, as you would have it, is recognized as an integral part of our national transportation system. However, only a few years before, in 1944, when this service was inaugurated, the majority of established traffic men had regarded this revolutionary service with extreme scepticism and doubt, some even going so far as to say that it would never last. The airlines themselves, with the exception of a few rugged individualists, were dubious of the survival of such a program and proceeded with their plans and possible expansion at an extremely slow rate.

Since the early incubation period, which lasted until about 1947, the old die-hards have fallen off and the airfreight business has blossomed into a full fledged transportation operation, truly an established part of our transportation system.

The most difficult task in the development of airfreight was to sell the economies of a higher priced service. Too much emphasis had been placed on the actual and singular "transportation" cost. As such, airfreight did not stand a chance for their rates were

Carrying goods by air has made giant strides in the last few years in comparison with pre-World War II. The types and even the bulk loads carried by "air freighters" has steadily increased to the point where it is claimed in some quarters that air is now ready to compete on an equal basis with rail and truck. To try to find out if this is true as yet SHIPPING MANAGEMENT asked its well known columnist-traffic manager to give his views. Mr. Dominie feels that air carriers have made great advances. BUT . . . read on. An answer to his views by an air freight line will appear shortly.

naturally much higher than the normal methods of "transportation". The airlines, however, realized that transportation cost by itself, that is, the cost or rate from one point to another, was actually only a very small part of a complete business transaction. With this in mind they attempted to approach the problem, not from the point of view of an actual transportation rate but rather from the overall aspect which in its broadest sense is "distribution".

Distribution, to the Traffic Manager, entails all operations connected with the merchandising of his product from the influx of his raw materials, the manufacturing process and rate of manufacture, the storage, shipment and ultimate delivery to the consignee. It is apparent then, that one factor, ultimate delivery to consignee which is considered transportation cost, is but a small part of the entire picture.

The airlines, with this in mind, set out to sell airfreight not by comparative transportation rates but rather by an analysis of distribution methods. In their own words, they considered that the cost of distribution should be regarded as the summation of all costs that happen to a product from the time of conception to the time it is in the hands of the consumer. Thus, although their rate of actual transportation might be higher, they could conceivably show a lower total distribution cost. Some of the elements which might show up in such an analysis would be, handling costs,

(Continued on Page 25)



Modern unloading of airfreight utilizes the latest material handling methods such as the unusual conveyor shown above.

# Package Engineer Reporter

## Lipton Tea Devices Studied In N. J. MH Society Tour

Members and guest of the New Jersey Chapter, American Material Handling Society, Inc., made a plant tour of the Thomas J. Lipton, Inc. tea plant in Hoboken, New Jersey, on January 16th.

The Lipton Corporation opened up its tea operation as well as the material handling devices in the Shipping and Receiving Departments to the group. At the end of the tours all present assembled in the Lipton Plant cafeteria where discussion of facilities observed was held during dinner.

The Chapter announced that an Atlantic Regional Division AMHS — Material Handling Conference has been planned for some time in March, 1952.

## Dean Rountree Gets Honorary Life Membership In SPMHE

Dean H. C. Rountree of Temple University was elected to Honorary Life Membership in the Society of Industrial Packaging and Materials Handling Engineers in December. An ornamental plaque was presented to him at the Christmas Party of the Philadelphia Regional Division by N. r. Alvin S. Roberts, National Secretary of the Society. The plaque set forth that Dean Rountree's award was in recognition of his outstanding services, particularly in connection with the presentation of the "Short Course" in Chicago in 1946 and in Philadelphia in 1951.

The Christmas Party was held at the MLA Club on Walnut Street, in Philadelphia.

## GM's Packaging Policies To Feature Forthcoming AMA Show

Production and merchandising subjects will receive major emphasis at the 21st annual Conference on Packaging, Packing and Shipping, held concurrently with the National Packaging Exposition. The conference will be presented from April 1 to 3, with the exposition remaining open for a fourth day, April 4. Both events will be held in the Public Auditorium, Atlantic City, N. J.

One of the most outstanding features of the exposition and conference will be a graphic presentation of the packaging policies and procedures of the General Motors Company, for which an entire half day will be reserved.

The GM presentation will feature an exhibit of representative products presented in their actual unit packages and shipping containers. The grouping will range from consumer or industrial items in which

packaging played important merchandising roles, to products for which the primary considerations were protection and maximum handling efficiency.

Also scheduled will be a presentation by executives and technicians from a selective group of General Motors divisions, giving their organization's packaging techniques and their use of packaging equipment. Such elements as the following will be covered in their talks: description of methods and procedures, merchandising factors, design procedures, reason for specific materials employed, cost considerations, test background and materials handling factors.

The opening session of the conference, Tuesday morning, April 1, will present two papers, one having to do with a critical examination of the prospective supply situation with reference to materials and equipment, the other concerned with long-range trends in the field of packaging.

Two concurrent sessions will be held on Tuesday afternoon, April 1st. One, a merchandising session, will consist of three papers, on packaging for self-service, consumer testing of packages, and retailer

(Continued on Page 28)

## How Mechanized Handling Equipment Can Cut Accident Rates

How mechanized handling equipment can cut accident rates and improve health conditions in industrial plants has been outlined by R. C. Sollenberger, executive vice-president of the Conveyor Equipment Manufacturers Association.

He said that 85 percent of the disabling accidents in materials handling are caused by lifting—"performing jobs which should have been done by machines." He stressed the importance of accident prevention in the current period of labor shortage.

"You never heard of a conveyor with a sprained back," he said, "a crane with smashed fingers or a fork truck with hernia."

"There still remain enough grunt and groan jobs that statistics show material handling to be the cause of about one out of four disabling accidents.

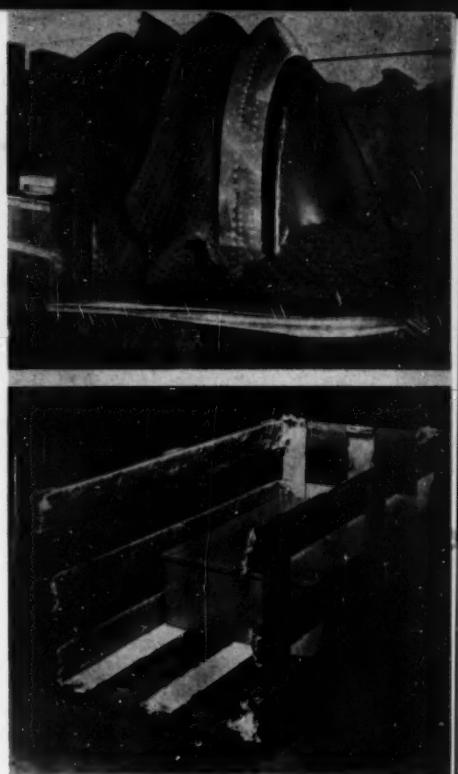
"Mechanized handling equipment has probably contributed more to safety than any other single class of equipment. Installation of more of it is one of the surest ways to further reduce the human suffering and costly manpower loss resulting from preventable injuries."

Mr. Sollenberger said that lack of mechanization to help employees perform their jobs is a major cause of

(Continued on Page 29)



Above: De Havilland Mosquito Bomber. Surfaces are protected with .14" thick cushioning material. Bracing protection (at yokes) employs a .50" thick material. Both are Kraft backed. Under Federal Spec. UU-C-843 the packing called for is Type I, Class B or C (domestic, short term storage, no weather exposure). Right: Wing sections. Protection consists of .37" thick cushioning material. Under UU-C-843 the packing called for is Type III, Class B or C (export, overseas shipment, long storage, exposed to weather).



## Military Packing With Cushioning Materials

In order to assist packagers who must use cushioning materials to meet military packaging specifications, Kimberly-Clark Corporation recently issued a guide for specification, procurement and use called "Creped Cellulose Wadding For Military Packaging". The photos and text on this page are from this guide.

This guide contains recommendations for specifying, procuring, and use of creped cellulose wadding in military packaging. Because of the extent of materials and techniques involved, it is not intended to elaborate on other refinements of military package preparation.

The suggested cushioning specifications (type and thicknesses) are recommendations only, based on many successful applications. Since exact conditions of cushioning use seldom are identical, consideration of product nature, shipping and storage methods must be evaluated in making final selection of cushion.

The new Federal Specification UU-C-843 supplants the Army-Navy Aeronautical Specification MIL-W-6163 (formerly AN-W-18a), for "Cushioning Materials, Cellulosic".

Below, left: U. S. Army Signal Corps piston and connecting rod. The inside wrap is Grade A greaseproof paper, covered by .37" thick cushioning material. The outer container is a V3C shipping container. Below, center: Aircraft oxygen demand regulator made by National Die Casting Company. The unit is wrapped in two directions with .25" cushioning material. Below, right: Lightweight small instrument for signal corps which can be easily damaged and is fragile, packed for export shipment with creped cellulose wadding and metal container.





D. R. Dominic's

## "LISTEN, Mr. Traffic Manager"

USUALLY TRAFFIC MANAGEMENT is thought of strictly in terms of shipping procedures and allied problems. There is always the realization that distribution, storage, and receiving are parts of this operation but that they tend to be in the minority. Very little emphasis, for example, is placed on the receiving function of any traffic department.

Recently we had occasion to talk to a manager of a large distributing concern who had been allowed a certain budget for his traffic activities. The manager of this concern, not being too well acquainted with warehousing function, had allowed a labor budget for shipping only and had completely neglected receiving. This is obviously wrong. Although receiving does not come to the forefront of traffic activities, nor is it as spectacular as some of the other functions, it is nevertheless equally as important in the overall picture. Whereas shipping is closely allied with the sales and accounting departments of a concern, the receiving department is tied up with the purchasing and accounting departments. It cannot be too emphatically stated that the receiving department reflects on a company through the eyes of those outsiders doing business with it.

Many concerns purposely pay their receivers a higher than normal rate so that they may maintain a group of men of much higher calibre than would normally be required for the functional duties of that position. For this very reason many receivers, although their responsibilities are less than that of shippers', receive a higher wage.

A receiver must have an instinctive ability to recognize the importance of a shipment and to treat it and the carrier, or person delivering it, accordingly. For example, the purchasing agent may go through hell and high water to obtain some scarce and much needed material. The supplier of this material may, as a favor, make delivery personally. The material may be so urgent that proper notification of arrival is not given to the receiver, tact of the receiver, when material arrives, can definitely reflect the appreciation of the company to that supplier for the effort he has made. Conversely, if the receiver acts belligerent or creates a fuss over the lack of proper papers, the supplier may feel less inclined to go out of his way on further requests.

Truck drivers seem to have an underground of

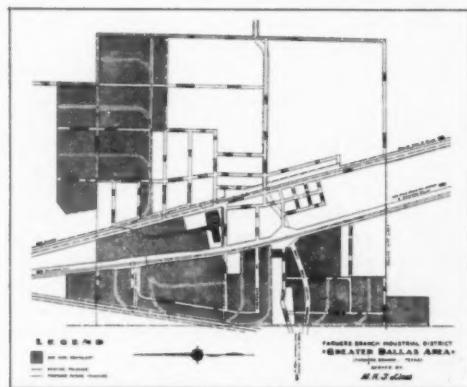
their own. The reputation of a grumpy or hostile receiver soon gets around to plants within the immediate vicinity and spreads into the upper brackets of these concerns, reflecting badly on their personnel relations.

Other than being a great help as far as outsiders are concerned the receiver can be invaluable within his company in situations that might be classed as outside the line of duty. First in this respect would be keeping an eye out for shipments of materials which are badly needed, and giving them priority routing over other supplies. A receiver can be a tremendous help when he receives sample shipments without proper identification by ferreting out quickly the person to

(Continued on Page 29)

## M-K-T RR Opens Huge Restricted Industrial District In Southwest

The Missouri-Kansas-Texas Railroad has announced the opening of one of the largest restricted industrial districts in the Southwest, to be located in the Farmers Branch Area adjoining the northern city limits of Dallas.



Here is the layout for the new 350-acre Farmers Branch Industrial District located on the north rim of the Dallas city limits. Served exclusively by the Katy Railroad, the drawing shows the trackage to be built into the sites. Two industries have already built in the area—a Westinghouse Lamp Division warehouse and the Thompson Can Co.

Donald V. Fraser, President of the Katy, made the announcement that a 350-acre industrial district, to be served exclusively by the Katy Railroad, is being developed on land owned by A. Webb Roberts, Dallas businessman.

In making the announcement, the Katy chief executive said that the new Farmers Branch Industrial District will provide sites for both heavy and light industries and will be restricted to provide for industrial buildings of modern design and construction, broad expansive streets and landscaped lawns. Restrictions

(Continued on Page 30)



Photos & data courtesy Automatic Transportation Company.

After 35 years of work, this tractor still does a full day's work at the American Brass company's Torrington, Conn., plant. Assignment is pushing 30,000 pounds of brass on rail cars.

↑  
**NOW**

↑  
**THEN**

## Company Uses MH Trucks Successfully For 35 Years

AMERICAN BRASS COMPANY  
Torrington, Conn.

**S**PEED, VERSATILITY, and easy maintenance—these are the rewards of mechanized materials handling at the American Brass Company plant in Torrington, Conn.

Here's an example of speed: American Brass unloads a 100,000 pound car of billets in as little as 90 minutes, an operation that calls for an electric-powered fork truck to make 50 trips varying from 25 to 100 feet.

For versatility, note this: industrial trucks are used to load stamped brass blanks into railroad cars; to handle palletized rolls of sheet metal; in the tube department, to lay up stock in drawing machines; to dispose of scrap metal; and to move material in the casting shop.

Maintenance, a big point, draws from R. J. Gerrard, maintenance manager, the statement that electric equipment requires 75 to 80 per cent less maintenance than gasoline trucks.

The brass works in Torrington is the parent establishment of the 70-year-old American Brass company's six plants, and is its smallest establishment. In the group of buildings, most of which are single story

structures, production of brass sheet, strip, tube, bar, and stamped blanks comes to about five million pounds weekly.

Wherever possible, industrial trucks are used. Units vary in capacity from 2,000 to 8,000 pounds.

Equipment has been added to the system through the years. The oldest item is a tractor dating back to the infant days of the materials handling industry, having been acquired by American Brass in 1916.

Modern handling techniques start at the seven-car indoor railroad dock, where cylindrical copper billets arrive strapped together on the floors of box cars. Straps are cut, and fork truck slips its chisel-tipped forks between the billet and the floor, picking the billets up three at a time like armloads of cordwood. The average load is 2,000 pounds. By tilting the forks back the billets are cradled, so the truck operator does his job of unloading the car without assistance.

The task takes about one and a half man-hours altogether. This includes emptying the 100,000-pound car as follows: the truck unloads the billets into an

(Continued on Page 30)

# Standard Test Methods For Shipping Containers

By EARL R. STIVERS

BOTH TAPPI AND ASTM have adopted several Standard Test Methods for Shipping Containers. These cover tests in the Revolving Drum, in the Drop Apparatus, on the Incline Impact Device, in the Compression Machine and the Vibrating Table. There are also Tentative Methods of test for Water-Vapor Permeability, Water Resistance by the Spray Method and for Large Shipping Cases and Crates.

The function of the Performance Standards Committee is to set up the means of predicting the serviceability of a shipping container when subjected to one or more of the standard tests. This is a complex task. In the Revolving Drum Test, for example, different types of boxes slide at different rates of speed, and boxes of different shapes and depths receive falls of different severity. In addition, the same standard would not necessarily apply for widely different types of commodities such as hardware and glassware. Furthermore, the expected kinds of handling vitally affect the performance standards.

The Committee has attempted to solve this complicated problem by reducing it to a series of component parts. It was readily recognized that packages of different weights receive different kinds of handleings. Therefore, the first action of the Committee was to adopt weight categories which reflect these differences. The brackets approved were:

- 0 to 50 lbs.—One man throwing
- Over 50 to 90 lbs.—One man lifting
- Over 90 to 200 lbs.—Two men lifting
- Over 200 to 500 lbs.—Manual handling with equipment
- Over 500 to 1000 lbs.—Handling with power equipment
- Over 1000 lbs.—Handling with special equipment

The next obvious differentials cover types of handling. Those accepted are:

- Domestic — Car, truck or plane load
- Domestic — Less than car, truck or plane load
- Export — Commercial
- Military

The purpose in establishing these six (6) weight categories and four (4) types of handling, was to classify known hazards not related to the particular commodity or package. Thus, if in the future, the severity of handling for the several weight brackets could be established, for example, as 5-4-3-2-1-1, and that for the types of handling 1-2-4-8, only one level of performance need be determined for each type of

test and each particular commodity. The other levels could then be determined by simple arithmetic.

At this time, the most successful use of performance standards on a wide scale, is by those participating

(Continued on Page 31)

## First Heat Seal Label Show

For the first time in packaging history fifteen hundred label users, printers, and advertising men assembled recently at the Mount Royal Hotel in Montreal, Canada to get a comprehensive introduction to heat seal labeling.



View of a crowded exhibit room at the recent heat seal label show in Montreal, Canada. The show, first of its kind in history, was declared a decided success.

The program, consisting of machinery and general labeling exhibits and talks by representatives from machine, paper converter, printer and packager levels, was sponsored by T. B. Little Papers Limited, leading Canadian paper merchants, with the cooperation of the Nashua Gummmed and Coated Paper Company.

Since the use of heat seal labels is comparatively new in Canada, the show purposely followed the educational approach.

The Topic *What Is Heat Seal Labeling?* was covered

(Continued on Page 34)

# NEW PRODUCTS & LITERATURE



## MIL. SPEC. TAPE CATALOG

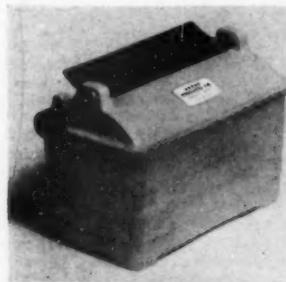
Tapes that meet government requirements for packaging, masking and other industrial jobs are listed in a revised catalog available free from Minnesota Mining and Manufacturing Co.

Listed in the catalog are 21 "Scotch" brand pressure-sensitive tapes for such jobs as electrical insulation; export packaging; masking against paints and chemicals; mounting photographs and printing plates (with a double-coated tape); identification of wiring and fuel lines (with colored tapes); sealing cartons against moisture vapor transmission; and sealing bottles and metal containers against loss or contamination of chemicals.

The catalog covers 11 official U. S. government specifications and 25 subsections, showing the corresponding tapes. Also listed is sound recording tape.

## GUMMED LABEL MOISTENERS

The Baray Gummed Label Moisteners incorporate an entirely new principle. The old style brush, costly to replace and difficult to keep clean, is eliminated. In its place a continuous belt of highest grade felt with nylon stitching lasts practically indefinitely and costs but a fraction of the brush.



The turning of the knob in operation of the moistener gives a constantly renewed moistening surface and gum accumulation is carried down to the tank where it is washed away. The entire unit can be lifted from the unbreakable plastic tank, the tank emptied, cleaned and refilled in a moment with utter simplicity.

The semi-transparent tank furnished with these moisteners permits constant observation of the level and cleanliness of the water thereby assuring complete moistening of labels.

All metal parts are of stainless steel and anodized aluminum with a baked enamel finish — no rust or corrosion.

## GLUE APPLICATOR

For applying glue on transparent sheetings, bags, bundling, wrapping paper and splicing work Kenneth J. Moore & Company has developed the Gluemaster line of machines.

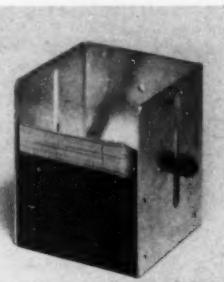
According to the company, with no more pressure than you would exert in using your fountain pen, you control the flow of adhesive. The strip of adhesive is as long as you want it and as uniform as print, say the manufacturers.

The adhesive container is airtight — there is no evaporation. Even moisture-proof or lacquer-type non-aqueous adhesives maintain uniform consistency, says the company. Transparent handle makes adhesive supply visible. Weight: 5 ounces. Leakproof and spillproof.

With proper care these moisteners should last indefinitely; however, if it should become necessary to replace the very inexpensive moistening elements, it can be done in a few seconds by any person and does not require any tools.

Either model will accommodate any label having one dimension of 4½ inches or less.

Model #4581 for regular gummed



labels is so constructed that no moisture reaches the face of the label. It will moisten a postage stamp just as simply as a large shipping label. Made by Baray Products Co.

*Literature and prices of products mentioned can be obtained if you drop a post card to News Editor, SHIPPING MANAGEMENT, 425 Fourth Ave., New York 16, N. Y.*

*Companies having new product stories should send them to the same address.*

## ALUMINUM HAND TRUCK

The Tobey Flexi-Truck, Model 130, was designed by Tobey engineers working in close cooperation with the management of Western Airlines. It is 4' wide x 8' long, and weighs empty approximately 450 pounds. Sturdy, light weight aluminum gates on each side swing upwards and allow for easy loading and unloading.



Deck height is convenient for handling baggage and mail. The deck is made of aluminum extrusions and has ample provision for drainage and cleaning. Even the very finest of baggage can be handled safely and economically.

The truck is equipped with all aluminum wheels and casters. Permanently greased and sealed bearings are used throughout. The tires are Neoprene and the wheels are equipped with thread guards.

The Flexi-Truck can be towed at speeds of 25 to 30 miles per hour over the roughest terrain, and its construction is such that all four wheels always remain in contact with the ground. Caster shimmy and spin are entirely eliminated.

## METAL-STITCHING BOOKLET

New 12-page, two-color booklet "Metal Stitching — A New Technique In Fastening," available from Acme Steel Company, describes the technique, advantages and limitations of the metal-stitching method of fastening metals to metals and metals to non-metals with high-tensile-strength wire stitches.

Five pages of line drawings illustrate: the types of loop and flat-clinched stitches; typical sections that can be stitched; the six standard clincher-die profiles; the four basic clincher mountings; standard and special clincher-supporting arms; head and body dimensions, limitations and specifications for both loop and flat-clinching machines; and work clearances below the work surface for flat clinching machines.

Tabular stitching-wire data gives: standard wire sizes (in inches and Washburn and Moen-gage sizes); tensile strengths of standard and special wires; wire ductility; standard wire

(Continued on Page 23)

**GOVERNMENT****PERSONALITIES****NEWS REVIEW***A digest of recent activities in the packing and shipping field***ASSOCIATIONS****COMPANIES****VANANT APPOINTS GOLDSMITH ASS. SALES REPS IN PART OF EAST**

Vanant Products, Milwaukee, Wisconsin, has announced the appointment of Jerry Goldsmith & Associates, Baltimore, Maryland, as exclusive sales representatives for the District of Columbia, Maryland, Virginia and a part of Pennsylvania.

Associated with Mr. Goldsmith are William W. Peat in the Baltimore office and Hal Hansen in the Reading, Pennsylvania office.

Jerry Goldsmith & Associates who have represented Shellmar Products Corporation in this area for the past 24 years will continue to represent that company in the commercial packaging field but will represent Vanant Products in military specification and industrial protective packaging.

**MCLAURIN-JONES ESTABLISHES \$500 ANNUAL SCHOLARSHIP AT LOWELL TEX.**

The McLaurin-Jones Company of Brookfield, Massachusetts has established a \$500 annual scholarship in the Paper Engineering Course at Lowell Textile Institute, Martin J. Lydon, Institute President, announced today.

The scholarship, first to be made available to the Paper Engineering Department by an individual company, will be awarded on the basis of rank achieved in the Scholastic Aptitude section of the College Entrance Board Examinations, on the applicant's high school record, and on the recommendations of high school principals.

**INDUSTRIAL TRUCK ASSOC. ELECTS NEW OFFICERS**

Members of the Industrial Truck Association at their annual meeting held in the Hotel Statler in N. Y. on December 11, unanimously elected Walter E. Schirmer president of the Association for the ensuing year, and Prentice Borden, vice-president. Mr. Schirmer is vice-president of The Clark Equipment Company, Buchanan, Mich. Mr. Borden is General Manager of The Crescent Truck Company, Lebanon, Pennsylvania.

A committee, consisting of C. E. Smith, W. A. Maddick, and John R. Morrill, was appointed to present, at the next regular meeting of the Association to be held in Chicago in March, suggestions for revision of the Association's constitution to meet pending conditions. Mr. Schirmer stated that such action would enable members of the Association to better serve the Government in the advancement of the defense program. Such changes would likewise

benefit truck users through the establishment of safety regulations with the Board of Fire Underwriters and the Standardization of parts and equipment.

**FOUR GENERATIONS OF ALEXANDERS FORM AN "IDEAL" FAMILY**

Shown in the accompanying photo, reading from left to right, are R. F. Alexander, Sr., R. F. Alexander, Jr., holding R. F. Alexander III, and great grandfather W. H. Alexander.

**Four generations of Alexanders.**

In 1914 W. H. Alexander started distributing Ideal Stencil Machine products, and the Alexander family, as the W. H. Alexander Co., has been identified with the name Ideal ever since.

R. F. Alexander, Sr. is now President of the Ideal Stencil Machine Co., R. F. Alexander, Jr. is active in the W. H. Alexander Co., W. H. Alexander is now retired . . . and the great grandson is expected to follow in the Alexander tradition.

**CONVEYOR MANUFACTURING NOW A \$200,000,000 INDUSTRY**

Conveyor manufacturing has become a 200-million-dollar-a-year industry, according to a year-end analysis by the Conveyor Equipment Manufacturers Association.

Pressure for cost-cutting during the period of rising prices has given the materials handling business its greatest impetus in history, Walter Ostrand, president, said.

Studies made by the association show that in a typical industrial plant one out of three dollars spent goes for materials handling. A cross-section of cases indicate that this cost often can be cut in half by mechanization and systematic planning.

"Most conveyor installations are custom jobs and they involve engineering know-how fully as much as equipment," Mr. Ostrand, general manager of the Caldwell Plant, Link-Belt Company, Chicago, said.

"The objective of a scientifically

planned conveyor installation is to obtain rhythmic or continuous flow of materials through a plant. It often treats a whole plant as a single machine. Frequently this involves the design of new processing equipment which is integrated with the conveyor system."

Mr. Ostrand said that a major achievement of the Conveyor Equipment Manufacturers Association in 1951 was the development of a glossary of standard terminology for more than eighty types of conveyors and their parts. This glossary, already circulated in mimeographed form to the conveyor industry, is planned for publication at a later date for distribution to conveyor users.

The staff head of Conveyor Equipment Manufacturers Association is R. C. Sollenberger, who has been engaged in conveyor engineering and sales activities for more than 20 years.

**MURRAY STEMPLE ELECTED EXEC. V-P MORNINGSTAR, NICOL, INC.**

Joseph Morningstar, President of Morningstar, Nicol, Inc. of New York and of its subsidiary company, Paisley Products, Inc., manufacturers of glues, adhesives and allied chemical products, today announced that Murray Stempel, of Chicago, a member of the Board of Directors, has been elected Executive Vice President.

Mr. Morningstar is retiring as President to become Chairman of the Board. George J. Muller of New York, has been elected President, and R. Mayson Foster, of New York has been elected Treasurer and member of the Board of Directors.

Earl C. Lenz, of Chicago, General Sales Manager of Paisley Products, and Sam Schuller, of Chicago, Technical Director, have both been elected new Vice Presidents of Paisley Products. Mr. Lenz will continue in charge of sales, and Mr. Schuller will have charge of all production and technical operations for Paisley Products. Laurent LaBrie, of New York, has been elected Assistant Vice President in charge of the New York office of Paisley Products.

**PRODUCTION OF FREIGHT CARS FALLS SHORT OF GOAL IN 1951**

A total of 8,458 new domestic freight cars were delivered in December, compared with 5,700 in December, 1950 and 9,824 in November, the American Railway Car Institute and the Association of American Railroads announced jointly today. Deliveries for the full year 1951 were 95,943.

Orders in December for 3,309 new freight cars brought the year's total to 96,190. The backlog of cars on order

January 1, according to the announcement, was 123,947. This compares with 129,158 on December 1 and with 124,489 and January 1, 1951.

Due to insufficient steel allocation by the National Production Authority, production average approximated 8,000 cars per month for the year and only in October did it reach the 10,000 cars per month goal established after the outbreak of the Korean war.

**MATERIALS HANDLING INSTITUTE  
ELECTS SHEA, MEVIUS AND  
PALMER FOR 1952**

To lead the destinies of a segment of American manufacturing which has grown to an annual sales volume of one-and-one-quarter billion dollars (1,250,000,000) in one decade, The Material Handling Institute, Inc., and its 78 member companies have elected L. West Shea of The Union Metal Manufacturing Company, Canton, O. to the post of president. The selection was made at the Annual Meeting of the MHI in New York on December 12th.



L. WEST SHEA

The member companies of the MHI produce the industrial trucks, hoists, conveyors monorails, casters batteries, steel strapping and containers with which industry does all the moving, transporting, storing and handling of parts and products—activities which account for 20 to 35 per cent of every production dollar.

"In 1952," said Shea, "our industry will tackle as its primary jobs: (1) co-ordinating services now performed by the eight specialist associations which are subdivisions of our industry, 2) eliminating duplicate effort between our overall group and the vertical associations, 3) continued service with and for the NPA, 4) the inauguration of an Industrial Service Plan aimed at helping American industrial management to save cost, time and waste through better in-plant logistics, and 5) buttressing the educational efforts of the nation's material handling engineers as organized in the American Material Handling Society."

**FOURTH WESTERN PACKAGING & MH  
EXPOSITION SET FOR L.A. IN FALL**

The fourth Western Packaging and Materials Handling Exposition will be  
(Continued on Page 23)



**use McLaurin-Jones Gummed Tapes  
to seal cartons**

Shippers agree, the best tape for any job is the best tape you can buy. This, of course, means:

**TANGLEFOOT  
SEALING TAPES**

**SUPER STANDARD • STANDARD**

**BLUE STAR  
SEALING TAPES**

**COMET SUPER STANDARD  
SUNRISE STANDARD**

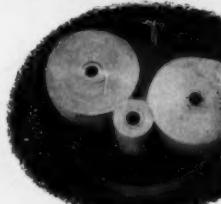
THE FINEST THING IN TAPES — BY AMERICA'S OLDEST  
TAPE MANUFACTURER

These two "toughies" are made with strong, flexible, long-fibred Kraft and refined animal glue . . . offering you maximum closure protection at a minimum cost.

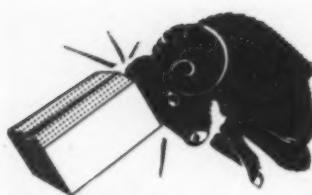
Available plain or printed. Your paper merchant will gladly furnish samples and prices.

**The Perfect Closure for**

- Shutting Out Dirt
- Resisting Moisture
- Cutting Expenses
- Ease of Application
- Reinforcing Cartons
- Reducing Pilferage



**McLAURIN-JONES CO.**  
MAKERS OF FAMOUS GLASKRAFT SEALING TAPE, GLASKRAFT STRAPPING TAPE, SOLSEAL  
WATERPROOF TAPE, IDEAL STAY TAPE, HYFLEX SISAL TAPE AND STAYCOR BOX TAPE  
BROOKFIELD, MASS. Offices in New York — Chicago — Cincinnati — Los Angeles  
Mills located at Brookfield & Ware, Mass. — Grand Rapids, Mich. & Homer, La.



## No 'buts' to the RESULTS!

Impartial tests show—  
Gummed Sealing Tape  
SHIPS BEST

Every shipper has a vital stake in the results of the comprehensive tests recently made by Container Laboratories, Incorporated, of New York City. There, the six leading closure methods were tested for ability to withstand the types of stresses and strains met by cartons in shipment and storage such as:



In every test  
Gummed Sealing Tape  
PROVED BEST

Send for FREE booklet, "Gummed Sealing Tape Ships Best." Get the complete story of these tests . . . you can benefit by the results. Use coupon below.

THE GUMMED INDUSTRIES ASSOCIATION, INC.  
15 WEST 44TH STREET, NEW YORK 18, N. Y.

Please send test data and other literature to:

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**USE THIS COUPON NOW**

# TRAFFIC REPORTER

Albert P. Heiner, assistant to the vice-president and general traffic manager of the Kaiser Steel Corporation and well known in industrial traffic circles on the Pacific Coast, urged the members of the Pacific Traffic Association to regain the lost art of negotiation.

He spoke in January at the Bellevue Hotel at a large gathering of members who were there to observe "New Officers Night," stressing the vital importance of co-operation.

Mr. Heiner, who was introduced by President Stephen J. Meyer, declared that we have given up the art of negotiation between shippers and carriers and too often find that we are in conflict with each other instead of talking and reasoning with each other.

"The railroads," he said, "should take the shippers into their confidence and tell them their problems and reasons for increasing rates instead of going before the ICC. They could have time and expense at a table showdown." His outline of transportation and traffic problems was graphic and poignant.

In closing, Mr. Heiner said, "Transportation and traffic men should re-establish confidence in each other for a healthy and strong economy."

New Administration for Traffic League—Richard Bracken, assistant to the Eastern Traffic Manager, Koppers Company, Kearny, N. J. presided over the first meeting of his administration on Thursday evening, January 24, 1952 at the Hotel Robert Treat, Newark, N. J. The retiring president is Frank P. Martino, Traffic Manager, Metals Disintegrating Co., Elizabeth, N. J.

The Alumni Assoc. of the Traffic Managers Inst. held its regular monthly meeting on Thursday Jan. 17th in the Taft room of the Hotel Taft, New York.

Michael J. Hawkins, Traffic Manager and Assistant Purchasing Agent at Bird & Son, Inc., East Walpole, Mass., manufacturers, set a near record this summer when he passed the 45-year mark of active service with the company. In recognition, fellow executives at Bird & Son honored him with a banquet at the Parker House, Boston.

The Assistant District Attorney of Brooklyn, Mr. Julius Helfand, Mr. John Gehan, Vice President of American Export Lines, and Mr. J. C. Hiley, Executive Vice President of the Security Bureau, Inc., were panel members at a round table discussion on "Crime on the Waterfront," held under the auspices of the National Export Traffic League January 30th, in N. Y.

Mr. E. G. Plowman, Vice President—Traffic, United States Steel Corporation, the principal speaker, spoke on the subject "Rail Vs. Highway—Our Transportation Problem", at the Annual Dinner of the Los Angeles Traffic Managers' Conference.



The picture was taken prior to the meeting. The picture arrangement follows:

#### Standing, Left to Right

A. R. Oberlin, Secretary-Treasurer  
L. J. Rowley, First Vice-President  
I. A. Sullivan, Second Vice-President  
K. T. Carlsen, Out-going President

#### Seated, Left to Right

E. G. Plowman, Vice President—Traffic, United States Steel Corporation, Speaker

H. E. Manker, Newly-elected President

The Capital District Traffic Association installed newly elected officers at a meeting held on January 15th at the Hendrick Hudson Hotel, Troy, N. Y. The following were elected to serve during the 1952-53 term:

President:—Frank J. Bacher; First Vice Pres.:—Wm. F. Gilligan; Second Vice Pres.:—Ernest E. Dedicato; Third Vice Pres.:—Anthony W. Pape; Secretary:—Charles A. Beck; Treasurer:—Daniel J. Cassidy.

#### Coming in March:

#### Spring Packaging Convention Issue.

Names of Exhibitors, Booths,  
Details of Entire Program

## New Products

(Continued from Page 19)

finishes; and wire-size tolerances. Other tables give: shear-strength values of stitches perpendicular, parallel and diagonal to line of pull; and recently-compiled maximum stitchable thicknesses for 12 metals and 11 non-metals.

Eight application photographs illustrate a few of the many possible stitchable metal-to-metal and metal-to-non-metal combinations.

### AUTOMATIC LIDDING MACHINE

A new machine which automatically end nails lids on boxes of mixed sizes has been developed by engineers of Food Machinery & Chemical Corporation.



An 8 page bulletin picturing and describing this new Random Size Box Lidder has just been released by FMC.

The new Lidder automatically adjusts its nailing mechanism to any size box, from a minimum of 6" deep, 6" wide and 15" long, to a maximum of 18" deep, 24" wide and 50" long, end-nailing lids at the rate of 400 to 600 boxes of mixed sizes per hour. Only one operator is required to run this machine, which takes the place of several nailing machines formerly required to handle the same volume and variety of production.

### NEW PARCEL POST CALCULATOR

At least one company is doing something about the new parcel Post regulations. It's the Fast Mail Company who have brought out a new Parcel Post Rate Calculator in the form of a 6" disc, similar to round logarithm scales.

The outside disc has on it the 100 largest cities in the U. S. The inner disc which turns, shows the zonal and weight rates and a clear acetate viewer lines up the city and zone to give the postage needed.

It is claimed that the new Calculator saves half the time of looking up chart or book scales. Calculators for Parcel Post from New York are already on sale and others of the 100 largest cities will be out soon.

### BULLETIN ON CARLOADING

Better carloading methods developed through research work, is the subject of an illustrated bulletin by A. N. Perry,

## News Review

(Continued from Page 21)

Signode Steel Strapping Co. loading engineer.

In shirtsleeve language this author describes four case histories—covering shipments of water heaters, electric ranges, gas ranges, and stoves—making his points with diagrams showing use of steel strapping and anchor plates, floating loads, bulkbinding, and gate construction in perfecting damage-free car-loading methods.

### BULLETIN ON HAND LIFT TRUCKS

Bulletin 5110, just released, gives comprehensive information on the current

(Continued on Page 33)

held in Los Angeles in the fall of 1952.

It is anticipated that the 1952 exposition will be the largest of its kind ever held in the West. Exhibiting will be more than 100 companies producing machinery, equipment, materials, supplies and services in the allied fields of packing, packing, and materials handling.

The exact dates of the exposition will be announced at an early date, pending completion of negotiations for the exhibition hall and for necessary hotel accommodations for exhibitors and visitors.

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## RR Damage Prevention Work

(Continued from Page 12)

to cut down on concealed damage, to ascertain the relationship of equipment condition to damage, to promote careful switching, and to improve loading practices for L.C.L. shipments.

Such railroad groups carry their investigations of damage causes into the field, out to shipping platforms where cars are loaded, and even beyond — to manufacturing plants where goods are packaged. They frequently include experts in certain fields, such as a ceramics expert to assist manufacturers in lessening the fragility of pottery and related products, or a canned goods specialist to recommend best construction and packing of cans. They frequently work side by side with manufacturers' organizations to pool knowledge and resources in the common aim of lessening damage to particular articles.

Cooperation among all groups concerned with reducing loss and damage is nowhere more evident than in the teaming up of railroads and shippers each year in the Perfect Shipping Campaign. Last April, the fifteenth annual campaign brought hundreds of meetings all over the country of shippers, receivers and employees of all forms of transportation. All of these were devoted to the single objective of attaining perfect shipping, not only during the month of April but also for the entire year. This campaign, sponsored by the National Association of Shippers Advisory Boards and conducted by the thirteen regional Shippers Advisory Boards, is filling the indispensable role of informing people outside the transportation industry of what they themselves can do to help reduce the burden of loss and damage to freight. It is bringing home the fact that the realization of perfect shipping requires the attention and efforts of everyone from manufacturer to customer.

All these efforts on the part of so many people have not passed without substantial results. It will be recalled that during and immediately following World War II loss and damage payments rose sharply as a result of both war conditions and price increases. From 1948 to 1950, however, there was a reduction in railroad claim payments of 35 per cent, with corresponding reductions in the number of claims filed. As expressed in a ratio of claim payments to gross freight revenues, the decline was from 1.61 per cent in 1948 to 1.09 per cent in 1950.

Currently, however, claim costs are rising, due to higher traffic volume as well as to continuing increases in commodity prices. This calls for even greater intensification of effort to halt and reverse the trend. This the railroads are doing. And with the growing aid of everyone associated with railroad service in promoting better packaging, handling and loading of commodities, a long step is promised toward achieving perfect shipping in 1952.

## Redesigned Package

(Continued from Page 12)

all 16 of these boxes can be packed in one individual wire bound crate (measuring 40"x41").

The Liquid Carbonic Corporation displayed these methods of packaging at the Sixth Annual Industrial Packaging and Materials Handling Exposition at Cleveland, Ohio, on October 1 to 4, 1951. Mr. Kolk, who attended the Exposition, was presented with a blue ribbon award and the Liquid Company was given honorable mention.

## Airfreight Today

(Continued from Page 13)

elimination of overtime, packaging materials, inventory maintenance, insurance premiums, capital turnover, etc.

Here, then, we have the "motive", the "incentive" behind airfreight. We have the plan of attack, the reason why it was and is a part of our transportation system and why its potentialities are so great. Distribution, then is the first factor in airfreight.

The second factor is that the airlines realize their limitations as well as their capabilities. They realize that not all products nor materials can be moved economically by air. Consequently their sales efforts are aimed at those items which can most benefit by such a service; this the airlines are frank to admit. However, in the past few years, many items which were thought to be out of the realm of airfreight have been handled more economically by that method.

## Perishables Significant

The "naturals" for airfreight are perishables. Into this category fall such items as flowers, fruits and vegetables, live lobsters, baby chicks and other such items which through normal long transportation methods result in a high percentage of spoilage. Because by airfreight practically any city in the United States can be reached by the 2nd morning the hazards of spoilage are practically eliminated. In these items the economies of air transportation are terrific. Take baby chicks for example. By old methods the death rate of the young birds was extremely high which meant that of the total number shipped only a certain percentage would arrive alive. In addition elaborate provisions for feeding, crating, watering, etc. had to be made. By air the death rate of baby chicks is almost negligible which obviously means a much higher sale price at destination. Secondly, crating, watering and feeding is practically eliminated because of the short time in transit. There is no question but what the higher transportation cost is far offset by the economies of a faster system.

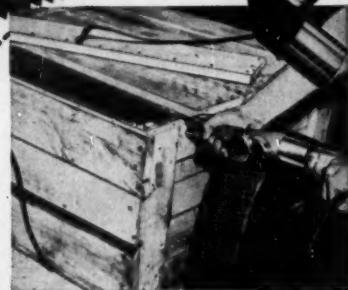
## Case Histories

The history of airfreight is replete with case histories of savings in the line of perishables. We recall as early

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as 1945 when airfreight was only a year old, the tremendous effort put into developing a container for shipping live lobsters from the east coast to midwestern points. This very example exemplifies the efforts of airfreight managers to help the shipping industry. Not only do they analyze a distribution problem but they attempt to cut down costs by designing, on their own, new containers for this particular type of transportation. For merchandising purposes it has been conclusively proven that the discriminating American public will gladly pay a few cents more for items which are known to be "fresh" as against foods which have been in transit for a few days longer. Clever advertising such as "airfresh" lobsters or "airfresh" fish enables the dealer to spend more and charge more for his shipments by airfreight. Aside from the advertising, the consumer does get a fresher and better product. Let us see, for example, what the consumer gets in the way of ordinary corn. Scientists have stated that once corn is picked the sugar in the corn rapidly turns to starch. Hence, newly picked corn is almost all sugar and very delectable to eat. Each hour that goes by, however, the sugar turns to starch. Now, if you lived in the north where corn is imported from the south you would have a choice of eating completely "starchy" corn shipped by regular means, or real "sweet corn" shipped by air. No real lover of corn would mind spending a few pennies extra to get the freshly picked flavor of this American favorite.

These are all examples of economies afforded the shippers of perishables. Not only do they enable wider distribution of delicacies formerly limited to certain localities but they benefit the consumer as well. Without a doubt, Airfreight, in this respect has not only increased sales in this perishable line, but has actually created a new market and on a much wider scope.

**Role In Soft Goods**

The second field which airfreight has literally invaded is the retail market dictated almost entirely by consumer demand or better still consumer choice. The shoe and dress market are excellent examples of this distribution problem. No person or persons can foretell accurately what styles or fashions will appeal to the public. In the past, crude guesses were made and production geared to these guesses or estimates. If, as the case often was, the guesses were wrong, the manufacturer was left with huge inventories of unsaleable merchandise while at the same time there was an unfillable demand for items not in stock. Airfreight has solved this problem by allowing a flexibility of inventory which may be replaced at most within two days. It allows the dealer to maintain a minimum of stock and still fill the demand. As one airline puts it, "by giving quicker recognition of consumer demands for the new styles, more consumers find what they want, resulting in more sales . . . greater turnover."

This principle of lessened inventories is one of the

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greatest contributions ever made to our economic stability by a transportation system. Practically any Traffic Manager will give you examples of how he has used this source in the merchandising of new materials and practically any dealer will tell you that he no longer has a back room full of valueless, unwanted merchandise. For example, a reliable manufacturer may come out with an entirely new product which he has great confidence in. However, most dealers, because they operate on a very slim margin, refuse to stock up on this item because of the obvious risk involved if the product does not go over. With dealers sceptical the manufacturer obviously would have to proceed cautiously in his production, which as every Traffic Manager knows, is costly from an assembly viewpoint. However, airfreight very easily solves this once troublesome problem by allowing the dealers to take small lots for trial sales. Reorder can then be made by telegram if the demand warrants. In effect this is an inventory turnover in two days at most. Besides helping the dealer it also gives the manufacturer a very quick indication of sales on a nationwide basis which in turn enables him to gear production to an almost perfect balance.

#### Traffic Managers View

The average, practical Traffic Manager, (aside from those involved in specialized lines of "naturals" as we have listed above) uses airfreight from time to time but realizes its limitations as far as his operation is concerned. To modern industry, Airfreight is definitely a part of the transportation system. As such to most industrial concerns Airfreight is a limited part of this system. No Traffic Manager whose firm is interested in manufacturing consistent and well stocked items would ever consider making a comparison between Truck, Rail and Airfreight. The industrial Traffic Manager is interested in large volume of raw materials shipped by the most economical way with a very elastic time limit. His total tonnage, therefore, is shipped by the slower systems, rail, truck or boat. It is inconceivable that a manufacturer of locomotives would ask that his steel supply be shipped by air. It is also inconceivable that any large manufacturer requiring tons of material would ask for his shipments by air. However, all of these manufacturers can and do use airfreight from time to time for emergency reasons. Here the comparison is not between the rates of the respective carrier but rather a comparison between the cost of transporting vitally needed parts and the cost of a plant or departmental shutdown. Our own experience has shown us that a shutdown is costly. In such instances the speed of airfreight can avert such an occurrence. Here the Traffic Manager has enough parts, enough steel, enough material or whatever he needs to keep his plant in operation until the bulk of his supply arrives by normal transportation means. As such, airfreight serves always as the



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ace in the hole, the method by which production can be maintained.

After seven years of operation, airfreight is still in its embryonic stages. Although it has gone far in those years it can be much improved, but this will undoubtedly come as the "bugs" are taken out. Its service to off line points leaves much to be desired. Weather is a definite drawback in this type of transportation for if the planes don't fly the material doesn't move. Unlike Air Express, Air Freight does not move its material by other means when the planes are grounded which means that the Traffic Manager must gamble on weather when he makes his shipment. This factor is one of the greatest drawbacks that Airfreight has and is one of their pet excuses when shipments are delayed.

#### Economics of Airfreight

Specific examples, as we have given, of the economics of airfreight are limitless. The enterprising Traffic Manager can and usually does from time to time discover some use for this service which is peculiar only to him and his product. Inasmuch as we use and view Airfreight almost entirely from a Traffic Manager's angle we can say that it will pay the average Traffic Manager to seek Airfreight before Airfreight seeks him. In his every move, in his every emergency and in his distributor problem he should keep in mind the services of Airfreight and try to figure for himself how he might use this tool for an economical solution. A good Traffic man often finds a use for Airfreight that even the Airfreight personnel have not thought of.

Strictly speaking, Airfreight should not be considered merely another part of our transportation system but rather an integral, vital part of our distribution economy. In this respect, Airfreight in its admittedly limited functions, cannot be compared with any other form of transportation, for, as we have said before, Airfreight is not just a rate between two points but a part of the whole hectic business of production.

#### Package Engineer Reporter

(Continued from Page 14)

critiques of current packaging. The second concurrent session will be designed essentially for production executives, and will cover such subjects as the establishment of standards for purchasing packaging supplies, and quality control.

Wednesday sessions will be devoted to the General Motor's presentation and to a comprehensive examination of programs for reducing packaging costs. Tentative conference plans call for three case stories to be presented, on an integrated basis.

The final session of the conference will be held on Thursday morning, April 3. Papers will be concerned preponderantly with materials handling subjects and the relationship of materials handling to the functions of packaging and packing, as well as an authoritative paper on procedures for cost determination in the packaging operation.

## Mechanized Handling Equipment

(Continued from Page 14)

fatigue, and fatigue reduces mental alertness and is accompanied by an increase in the accident rate.

The cited examples of improvements in health conditions brought about by the substitution of conveyors and similar mechanized equipment for old-fashioned facilities.

"Let me compare one mechanized foundry I know with what it was a few years ago," he said. "In the old foundry you could scarcely see through the dust, grime and fumes. Only the closest inspection would reveal the color of a man's skin in the cleaning room. The stacked pots of annealed malleable castings were covered with a layer of fly-ash and were filled with fine-mesh sand. When the pots were broken open this mixture of dust, ashes and fumes was carried all over the place. Every shovel full produced its own cloud, and the labor turnover was terrific.

"Today you would never recognize the place. The annealing pots are shaken out through a floor grating to a conveyor beneath. The sand is magnetically cleaned and sent to a screening and cleaning unit. The castings fall directly into containers and at every point where there is agitation of the sand, pots or castings, you now find a dust-hungry suction pipe to whisk away all ashes and dust to an outside collection bin.

"The dirtiest room in the plant is now one of the cleanest. Four men handle 40 tons of castings daily with mechanized equipment furnishing 80 percent of the effort. Productivity has doubled and fatigue is reduced to a minimum. Labor turnover is now satisfactory and compares with other departments in the plant."

Mr. Sollenberger said that the aim of the conveyor industry is to make its equipment not only "fool-proof" but "damn-fool-proof." He told the engineers that "of all the many features which can be built into a machine, safety is by far the cheapest."

## "Listen, Mr. Traffic Manager . . ."

(Continued from Page 16)

provide for masonry construction, uniform set backs from the highway and streets, with rail and truck entrances to be from the rear or side.

The announcement of this new industrial district comes at the completion of Dallas' Airlawn Industrial District, also served by the Katy, in which 36 industries have invested more than \$20 million dollars in permanent modern buildings. The Airlawn Industrial District covers an area of 256 acres.

Plans for this new industrial district began about eighteen months ago, when the Airlawn Industrial District began to approach completion. The Katy's Industrial Development Department found that other eastern manufacturers were looking for plant sites and distribution centers in and around Dallas.

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## M-K-T RR New Industrial District

(Continued from Page 16)

whom they belong. Sample shipments, if directed immediately to the correct person, can mean days savings in production. Although there are many rules for routine receiving we will list a few which should be considered foremost at all times.

### 1. Take in everything.

Whether or not a receiver has a purchase order covering material, he should accept shipment if it may be, as we have stated above, one of those critical situations where the paper work is not cleared through. He should use discretion in these instances and attempt to locate the proper recipient as soon as possible.

### 2. Report damage to shipper.

Any shipments which arrive in a damaged condition should be reported immediately to the consignor for this may mean the difference between being able to enter a proper claim or not. In conjunction with this an inspection report by the carrier should be obtained immediately.

### 3. Maintain all time coverage.

A receiving department, unlike production departments, cannot have certain set times where they close down for lunch, or relief etc. Some method of staggering lunch hours and the like should be devised so that there will be a person on duty at all times. In many cases where this is not done an important shipment may be tendered for delivery during a shut-down period, and the carrier, unable to leave the goods, will take it back for delivery on another day. The results of this in a critical production situation can be extremely serious.

### 4. Check first for important shipments.

Whenever a receiving department becomes overloaded with incoming material they should first check through for those items which they know are needed most and effect immediate delivery.

## 35 Year Use of MH Trucks

(Continued from Page 17)

angle iron cradle, which is placed on the dock as near as possible to the car door. Each holds nine billets. Trips to the cradles are from 25 to 100 feet. Cradles are taken to furnaces or storage by overhead cranes.

On the dock the trucks also load 3,000-pound pallet-bottomed wooden boxes for shipment by rail, a 60,000-pound carload being filled in an hour.

In the sheet department, the flexibility of the fork trucks makes a big difference. There, storage space is on a "where you find it" basis, and it is not rare for a truck to travel through two departments, often more than 200 feet, to reach the railroad dock. Typical loads in this department are 2,000-pounds of palletized sheet metal.

American Brass reports that the long hauls are performed most efficiently by fork trucks. However,

traveling via the complex routes, the company prefers the slower driver-led industrial trucks. This is to overcome operators' tendency to use too much speed in a congested area.

Precision and close control are the points about industrial trucks most valuable in the tube department, where stock is layed up for drawing machines.

Platform trucks in the scrap department bring bins of punched out sheet to the overhead cranes for removal to furnaces. Two 4,000 and 8,000-pound low lifts move about 150 tons a day of scrap brass and alloys for mixing into various types of brass.

Thirty-thousand-pound rail cars in the casting shop are shoved around by a 35-year-old tractor named, naturally, "Methusalah." The long record of good performance by this piece of equipment might well be the key to the company's attitude toward modern handling methods.

The way industrial trucks were added through the years makes it impossible for American Brass to report before and after handling costs. But, with 35 years of mechanized handling on record, it is apparent that the company considers its program profitable.

## Standard Test Methods

(Continued from Page 18)

in the National Safe Transit program. This program recognizes impacts, drops and vibration as a prime source of damage for porcelain enamelware and sets Standards for pre-testing packaged articles. These standards were determined from a study of actual shipments by rail, truck and plane. An impact register was used to indicate the severity of handling, and the Standards are based on the use of such a register. The Performance Standards Committee is studying the results of these tests with the idea of adopting them if they are found to be correct.

Performance Standards are not only practical, but are vitally necessary. Various laboratories have been using them for years.

(A talk delivered at the Packaging and Materials Handling Short Courses conducted jointly by Case Institute of Technology and the Society of Industrial Packaging and Materials Handling Engineers in Cleveland Public Auditorium October 1-4, 1951. The Short Course comprised the educational program of the Sixth Annual Industrial Packaging and Materials Handling Exposition.)

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## New Products

(Continued from Page 23)

models of Barret single stroke hand lift trucks. Complete specifications are included for the models shown, which have capacities up to 4000 pounds—lifted with a single stroke of the handle.

Legible illustrations show the distinctive mechanical features of Barret single stroke lift trucks, including: the lifting mechanism which is guaranteed by the manufacturer to lift the load 25% easier than any other single lift truck of equal lift . . . the positive engagement of the handle latch and lifting lever, which is automatic with no stepping on a foot treadle or other physical effort . . . the large turntable in proper lo position, with front wheels widely spread for greater stability . . . the patented rear axle construction that provided an oil-less bearing the entire width of the lift truck . . . the positive lubrication of the turntable and large kingbolt . . . and the spring handle hold-up which prevents the handle from falling to the floor when not in use and prevents tripping accidents.

## MULTIPLE PERFORMANCE SEALER

Better Packages, Inc. has introduced a sealer which automatically measures, dispenses, moistens, cuts, and marks the tape. Cartons can be coded with the sealing tape in the same motion with

practically no extra cost. The machine has been named the CodeTaper, and it prints a 1½" x 8" area on 3" tape. It makes clear impressions.

A no-smear quick-drying ink is available for the CodeTaper, in six colors. Type and color can be quickly and easily changed according to the company.

## Packing A Punch

(Continued from Page 9)

**CASE 34** "In particular, we find that standardization of our own products permits us to schedule similar products in sequence so as to reduce or eliminate changeover and set-up time. We find that this increases our plant production by approximately nine percent."

In our engineering of the various tools which we furnish to the field for strapping and packaging we find that we can save both time and money by designing for identical parts disbursed through several models."

"**RED**" sez:

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- There is no better closure method than gummed tape. There is no better gummed tape than REDCORE.**



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## First Heat Seal Label Show

(Continued from Page 18)

by Mr. Sanborn, Sales Manager of the Coating Division, Nashua Gummed and Coated Paper Company. Mr. H. W. Taylaor, Sales Research Manager of the same Company gave an *Introduction To Heat Seal Labeling*.

Mr. A. Schaefer, Service Manager of the New Jersey Machine Corp. and Mr. R. K. Fraser, Sales Research Engineer of the Nashua Gummed and Coated Paper Company discussed *Heat Seal Equipment and The Economics of Heat Seal Labeling*.

The show was so successful that consideration is being given to repeating the performance in certain key cities in the United States, where packaging people, printers, distributors, machine manufacturers, and the converter can meet and discuss — Heat Seal Labeling and its significance today and tomorrow on all types of packaging lines.

## Railroad Uses Geiger Counters

Employees of a Northwestern railroad are going to start listening for the clicks of a geiger counter as well as the clicks of the train wheels. The railroad is adding geiger counters to its trains in a search for possible sources of uranium and other radioactive ores. Among states on which the device will be used are Illinois, Iowa, Wisconsin, Minnesota, the upper peninsula of Michigan, Nebraska, the Dakotas and Wyoming.

Fewer employees lost their lives as a result of railroad accidents in 1950 than in any year since the Interstate Commerce Commission began to compile these reports in 1888.



## "Once there was a poor fish"

He took time out every few days to go to the postoffice to buy stamps. He kept them locked up in a stamp box, and worried at night for fear somebody would swipe his postage. He had to separate the stamp sheets, get together enough stamps for the right postage for each parcel, wet them, stick them—and make sure they stuck... But he stopped being a poor fish when he found out about a postage meter!

A postage meter holds as much postage as you want to buy at one time, protects it from loss, damage, theft—never runs short of needed denominations.

Select the exact amount of postage needed—and the meter prints it in one stamp with a

dated postmark . . . on special postage tape, delivered wet or dry.

The meter keeps your postage account, shows postage used and postage available, in dollars and cents, on easy-to-read registers.

And it saves work and time in parcel mailing—from 10 to 50% over adhesive stamp mailing. And the same meter will stamp and seal your letters as well. No shipping department should be without one! There's a model—electric or hand—for every business, large or small.

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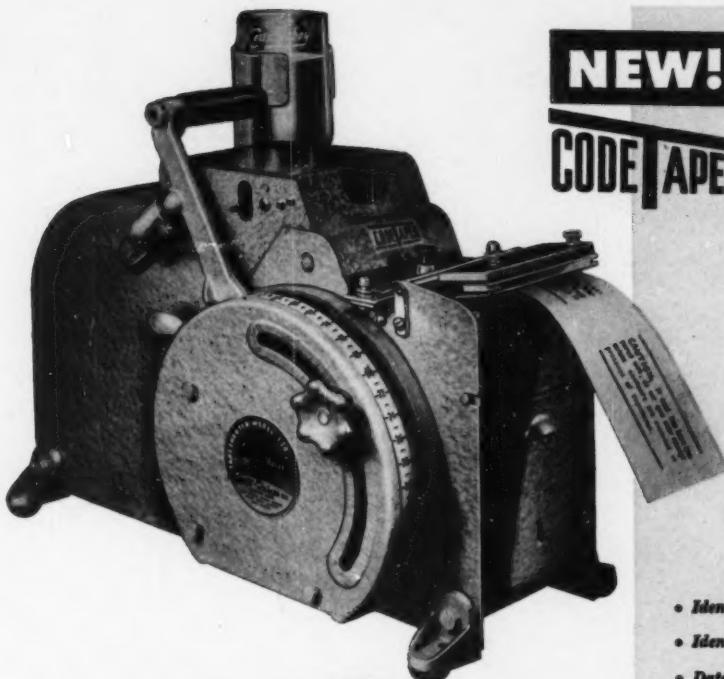
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**CODE TAPER 120**

# codes YOUR CARTONS AS IT seals

This revolutionary new sealer not only automatically measures, dispenses, moistens and cuts your tape but marks it, too. You code your cartons with your sealing tape—without a single extra motion—with practically no extra cost! CodeTaper 120 prints a  $1\frac{1}{8}$ " x 8" area on 3" tape. Makes clear impressions. No-smear quick-drying ink, available in 6 colors. Type and color can be changed quickly, easily, by anyone. Your regular operator just pulls the feed lever and seals the carton!

This one-step, code-as-you-seal system was developed to solve your carton-coding problems. See how. Write for information today!

- Identifies contents
- Identifies packer, inspector
- Dates production, packing, perishables
- Protects against pilferage
- Protects against mishandling
- Provides instant identification of sealed units for packing in outer cartons, shipping, shelf-storage, warehousing, inventory-taking
- Eliminates stamping, marking, labeling, inserting, stenciling

**CODE TAPER 120**

is the World's Finest Sealing Machine  
with all Famous Counterbox Features

*Adjustable Automatic  
Moistening Control—pivoted  
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every inch of tape grip  
securely, regardless of type  
of tape or glue. Selectively  
measures tape-strips up to 36"  
at a stroke, or feeds repeat  
lengths when needed. Takes  
35-, 60-, 90-lb. tape, 1 $\frac{1}{8}$ "-3"  
wide... adjustable to 4".*

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